

2006 Smart Growth Conference
Worcester 2006

Strategies for Downtown Revitalization

Business Improvement Districts

There are over 1000 BIDs across
the United States and Canada



What is a Business Improvement District?

➡ A special assessment district which provides supplemental services – *Which are above and beyond those provided by government.*

Typical Services provided by BIDs

- ☑ Business retention and recruitment
- ☑ Events and marketing
- ☑ Maintenance
- ☑ Safety and security
- ☑ Capital improvements

➡ The improvements are funded by an assessment levied on the property within the district and are directed solely within the district.

Why create a BID?

- ➡ Provides a predictable revenue stream
- ➡ Provides a management entity
- ➡ Speaks with one voice
- ➡ Provides leadership for the district
- ➡ Measures accomplishments
- ➡ Takes control of the future of district

Business Improvement Districts Massachusetts Legislation

MGL 40 O

How are BIDs funded?

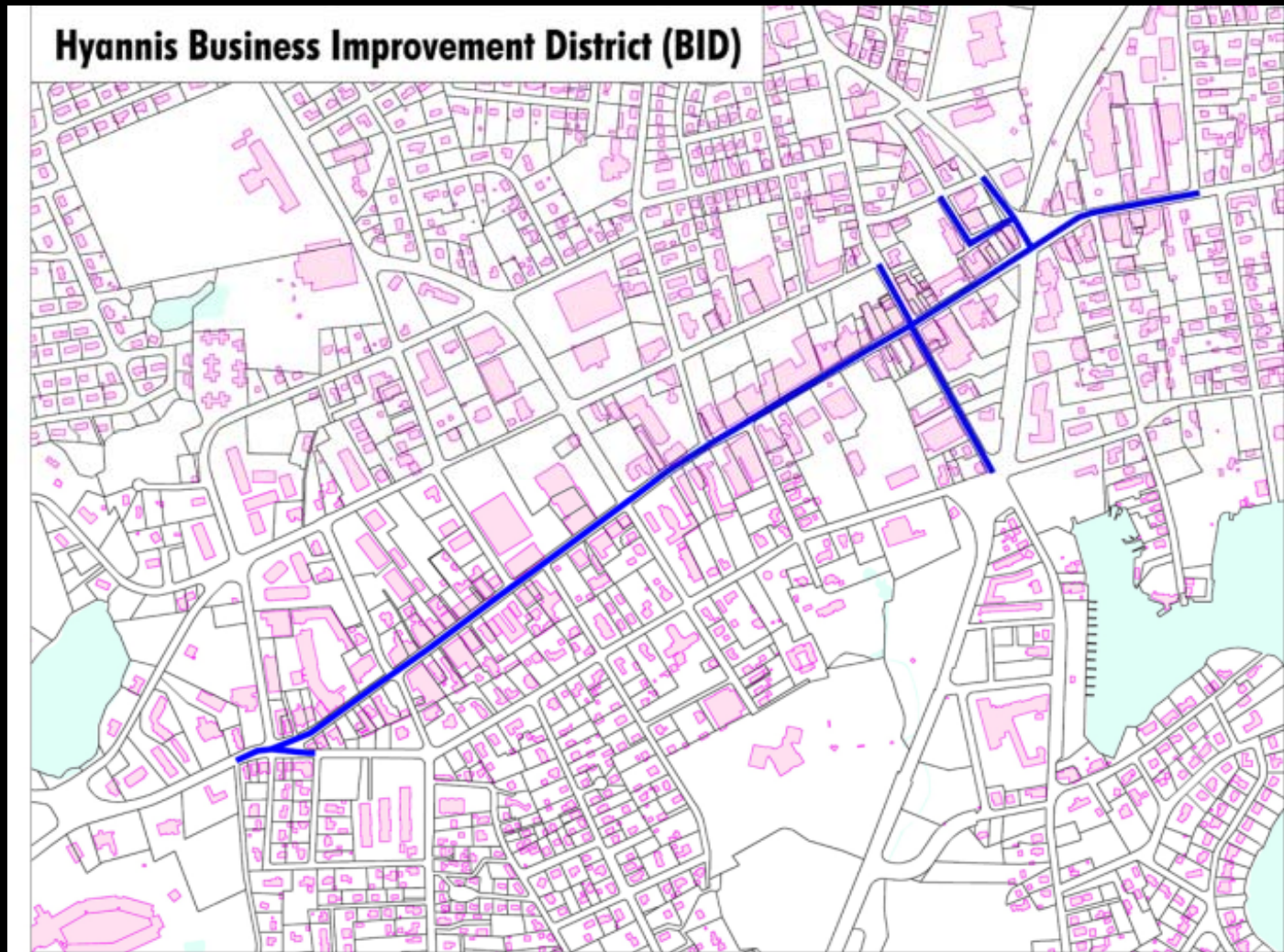
- ➡ All participating property owners located within the proposed BID are assessed a fee that is collected and disbursed by the municipality's collector/treasurer.
- ➡ The total fees assessed annually do not exceed one-half of one percent (.005) of the assessed valuation of the property.
- ➡ All funds go directly back into the district

Example

➡ Based on .05% -- \$50,000,000 in assessed value generates \$250,000 in revenue.

➡ Based on .05% -- a property with an assessed value of \$300,000 would be assessed \$1500 per year.

Hyannis Main Street Business Improvement District!



Cape Cod's Downtown Main Street, Hyannis

Representing

- ➡ 90 property owners at an assessed value of \$77.7 million
- ➡ 200 merchants and businesses



Our Focus

- ➞ Business development
- ➞ Capital improvements
- ➞ Government relations
- ➞ Maintenance and beautification
- ➞ Partnerships
- ➞ Safety and security

The numbers for this year.

- ☺ 23 new businesses
- ☺ 16 redevelopment, rehab, new development projects for a total investment of \$28.6 million



Business Development

The New Bank of Cape Cod

Nine of those businesses now occupy previously vacant space.

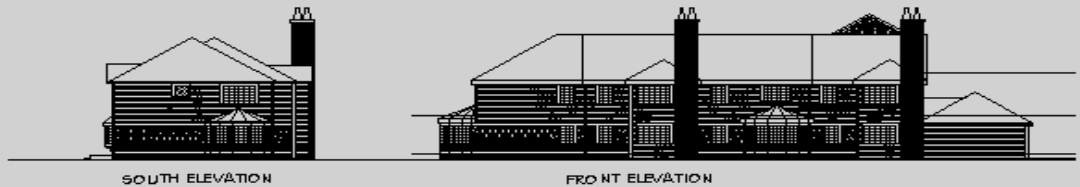


Once an abandoned gas station --
now a very snazzy clothing
boutique -- Shaunna Clothier



Harry's and the future townhouses at 350 Stevens Street

One of the first Regulatory Agreements created through the Town of Barnstable's new Growth Incentive Zone.

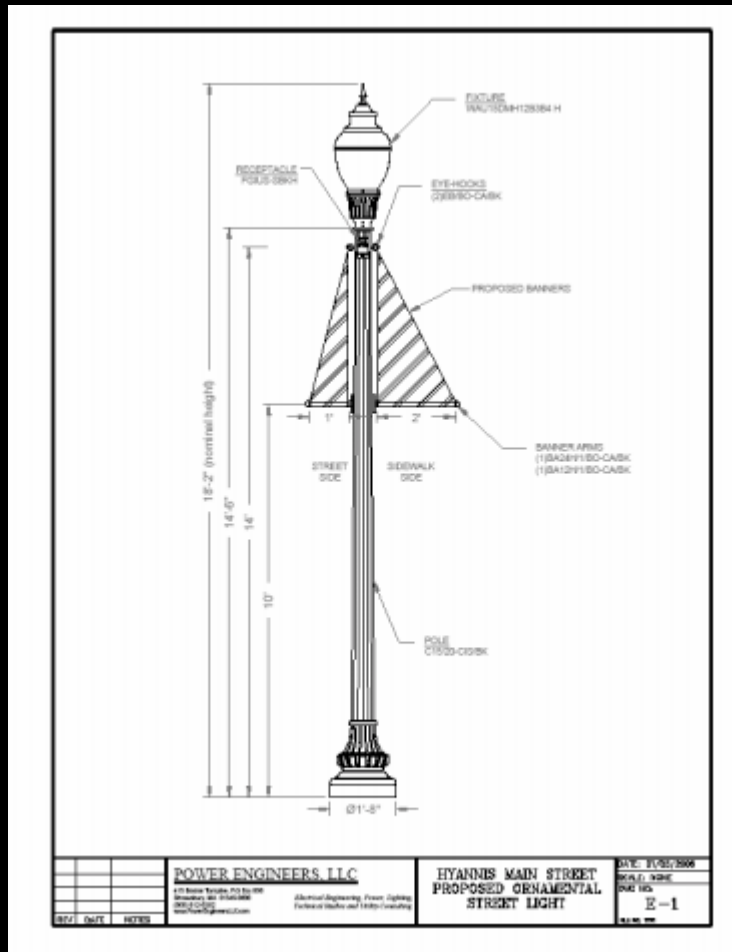


BUILDING A
10' x 110'

Capital Improvements



- ☑ \$4 million streetscape construction project funded by the Department of Transportation and the Town of Barnstable
- ☑ \$1 million Walkway to Sea funded by DHCD
- ☑ Alleyways funded by the BID, County, Town



And the new street lights to bring the finishing touches to our beautiful new streetscape...

funded with a grant from the Department of Transportation through the work of Congressman Delahunt and funded in part by the Hyannis Main Street BID.

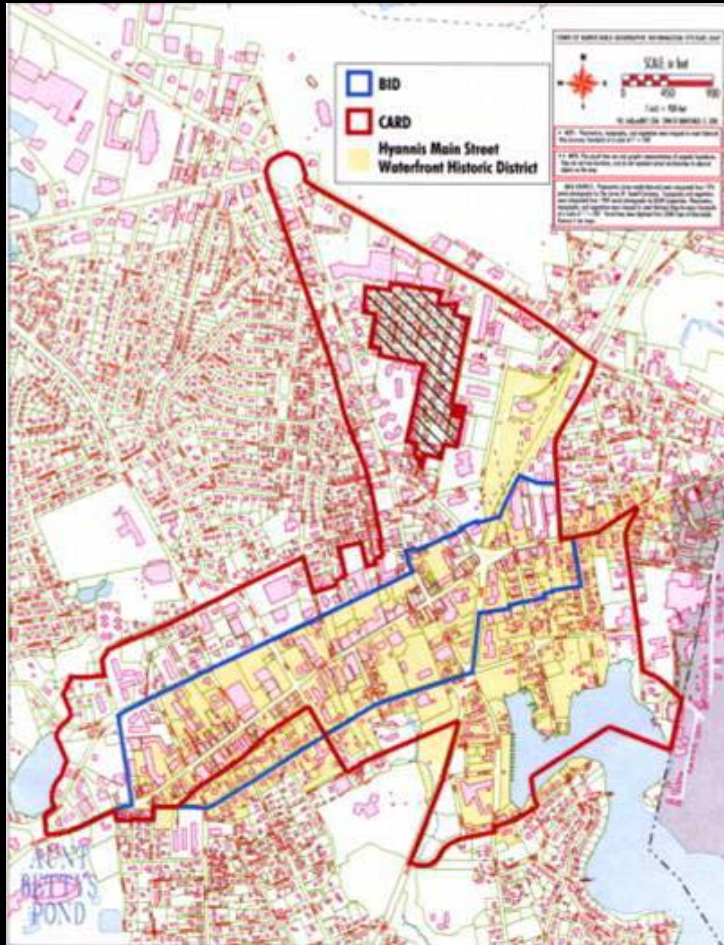
Government Relations

➡ We work with just about every department in the Town of Barnstable and attend many meetings and public hearings and Town Council meetings.

➡ We advocate for our merchants and property owners every day.

- ☒ Board of Health
- ☒ Growth Management Department
- ☒ Hyannis Water Board
- ☒ Historic Commission
- ☒ Licensing Board
- ☒ Planning Board
- ☒ Site Plan Review

Town of Barnstable Growth Incentive Zone



Outdoor Dining





Maintenance and Beautification

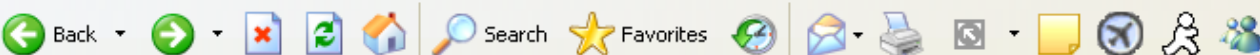


We maintain more than
100 planters along
Main Street.



Marketing

[illegible]

Address <http://www.hyannismainstreet.com/>Google [ransportation Mass](#) Go [9 blocked](#) [Check](#) [Look for Map](#) [AutoFill](#) [Send to](#) [Settings](#)Adobe [Y!](#) [Search Web](#) [Mail](#) [My Yahoo!](#) [Answers](#) [Games](#) [Music](#) [My Web](#)

WHAT'S UP DOWNTOWN

Tuesday, October 24, 2006



WELCOME TO MAIN STREET, HYANNIS CAPE COD'S MAIN STREET BY THE SEA

We invite you to stroll on our new sidewalks and Walkway to the Sea, enjoy the new plantings and summer events, and dine at an outdoor café. More than 40 restaurants and eateries offer the most diverse dining experiences on Cape Cod. From fish and chips to Brazilian dishes, Thai to Indian, prime steaks to New York pizza, bistros, cafes, homemade ice cream – it's all here on Main Street.

Before and after dining, enjoy browsing in our many boutiques, clothing stores, art galleries, and specialty shops. Take in some Cape Cod heritage at the JFK Museum and Cape Cod Maritime Museum. Splash into the harbor on a Duck Boat Tour or take a Hyannisport Harbor Cruise. Ride the carousel, play a round of mini-golf, or go bowling.

Summer events provide even more entertainment on Main Street and the Harbor. Mid-Cape Farmers' market, Movies on the Green, Barnstable Town Band on the



Events

Citizens Bank Movies on the Green



Mid-Cape Farmers Market



TD Banknorth Music Stroll



Artscape



Partnerships



- ☑ The Town of Barnstable
- ☑ Barnstable Police Department
- ☑ Hyannis Fire Department
- ☑ Barnstable County
- ☑ Barnstable County Sheriff's Office
- ☑ Hyannis Chamber of Commerce
- ☑ Hyannis Civic Association
- ☑ Community Action Committee
- ☑ Cape Cod Chamber of Commerce
- ☑ Arts Foundation of Cape Cod
- ☑ TD Banknorth
- ☑ Citizens Bank
- ☑ Rockland Trust
- ☑ 90 Property Owners
- ☑ 200 Merchants
- ☑ Hyannis Residents

Safety and Security



The BID raised \$10,000 this year to provide additional policing.

Why is a BID a Tool for Smart Growth?

➡ They are management entities that are self-sustaining.



Reference and Technical Assistance

Business Improvement Districts

Lawrence Houstoun, Jr.

Urban Land Institute

Downtown Initiative

DHCD

Emmy Hahn, Director

617.573.1364